**Managing the Tourism, Events, and Hospitality Enterprise.**

TOU9175m.

Business Idea Proposal (Final Chance).

**Important Information:**

Dear student,

This is your absolute last chance to come up with something of value. Your first idea has been declined because you have not invested time and effort into the task.

As a result of your lacking effort, I will now require you to present a more in-depth overview of your business idea. For you to get this right you will need to ensure that you are providing detail. I want to see an indication of evidence in the form of both academic and industry sources, correctly cited, and correctly referenced, throughout the proposal. I want you to sell your idea through words.

For this task you will now have to write 750 words (+/- 10%) and I expect to see a minimum of five references used.

If you fail to adhere to the above and once again submit another business plan that lacks in the effort and ideas needed to complete this module, then my help will be reduced for you. If you cannot be bothered to invest the time and effort, then you will not receive the same support as others in the class.

This might seem unfair, but you are a master’s student and as a master’s student you can only succeed by investment, hard work, and engagement.

**Business Idea Proposal Template:**

Please complete the following document in detail.

Ensure that you are providing evidence to support this submission.

|  |
| --- |
| **Name of Business:** |
| **Type of Business:** |
| **Location of Business:** |
| **Tell me about your Business Idea:** |
| **Tell me about the location that the Business will be operating from.** |
| **Tell me why you have decided to set up your business in your chosen location?** |
| **What is the purpose of your business?** |
| **Who will benefit from your business?** |
| **Please list all** (within a 10mile radius) **of your competitors** (I will be checking to ensure that you have identified them correctly). |
| **Lastly, please explain why you feel the business is a feasible and viable idea within the location you have chosen to operate out of.** *Note: if you cannot confidently answer this section, it is probably because you have not done enough research, or the idea is not appropriate. If you are having doubts here, please revise your business idea.* |
| **Reference List** - Please adhere to the Harvard Referencing System. |

**Submission Date for this Proposal is Wednesday 26th October 2022 by midday.**

END.